E

JSS COLLEGE OF ARTS, COMMERCE &
 SCIENCE

(AUTONOMOUS)

B.N. ROAD, MYSURU-570025

DEPARTMENT OF JOURNALISM

CBCS SYLLABUS

Revised Syllabus for Undergraduate (UG) Journalism
 with CBCS scheme Effective from 2019-20

Bachelor of Arts in (JPE) JOURNALISM, POL-SCIENCE AND ENGLISH I 1

Programme Outcomes for Bachelor of Arts in Journalism, Pol-Science and
 English

After completing the graduation in the B A (JPE) the students are able to:

P01. Acquire a functional knowledge of the underlying principles and recent emerging trends of
 the media industry.

P02. Create and design emerging audio media products

P03. Conceptualize, create, design, and strategies, high-quality media content for various digital

platforms.

PO4. Appreciate and demonstrate the ability to produce reliable outcome. P05. Demonstrate critical reading, writing, and thinking skills.
P06. Locate, evaluate, organize and incorporate information effectively P07. Develop and carry out research projects

P08. Demonstrate competence in Standard English Language and usage in documentation

Programme Specific Outcomes

Journalism, Polticalscience and English JPE)

On Completion of BA (JPE) students are able to

PSO1: Gather, analyze and create journalism on contemporary issues for print, bro4dcast and other digital media.

PS02: Produce work incorporating diverse groups and perspectives on local, national and international issues.

PSO3: Demonstrate an awareness of journalism as an ethical practice

PS04: Write and edit clear, graceful, grammatically correct prose

PSO5: Analyze numerical data and utilize databases for multi-layered storytelling

PSO6: Demonstrate preparation for an entry-level position in the profession through a. portfolio exhibiting their work.

PSO7: Report day to day activities effectively in written and oral pattern PSO8: Draft reports and other written matter effectively

BA Programme in Journalism
 2019-20

 JPE BA25 Annexure :

Semester Course Core COURSE - Credits Total Theory LA Total

CODE L:T:P Credits Marks Marks Marks

First Introduction to Communication and DSC ELA27025 5:1:0 06 70 30 100

Journalism

Second Introduction to Broadcasting Media DSC , 5:1:0 06 70 30 I 00

Third Media Industry and Management DSC :!.:- ,:;L,,.\_.,;.:.. 5:1:0 06 70 30 100

Fourth Media Laws and Ethics DSC ELD27025 5:1:0 06 70 30 100

Fifth 1. Reporting and Editing Techniques DSE ELC27025 2:1:2 07 70 30 I 00

2 Indian Applied Journalism DSE 1 L1327025 5:1:0 06

3. Introduction to TV and Radio DSE ELE27025 5:1:0 06 70 30 100

Sixth 1. Practices of Advertising and Pi ELD27025 2:1:2 07 70 30 100

2. Cinema Journalism DSE -- 5:1:0 06

3. Introduction to New Media DSE --- 5:1:0 06

70 30 100

Generic Elective Papers

fifth I. Development Journalism 02 35 15 50

Semester 2. Photo Journalism GE ELF2705 2:0:0

3. Documentary Production --

Sixth 1. Basics of Journalism --- 02 35 15 50

Semester 2. Media Gender and Human Rights GE ELE27025 2:0:0

3. Global Media and Politics —

Total Six +one GE= Seven Papers LIDSC+2DSE+2GE - 35-H4 39 -- -- 700

Semester: 1

Code: DLA27015

Introduction to Communication and Journalism

Course Out comes:

On completion of the Course, students are able to:

CO: 1 Become an -Event anchors

CO: 2 Become Freelance journalist

CO: 3 Stringers for several media houses CO: 4 Assistant for yellow journalist
CO: S to set up the commercial studio CO: 6 Become armature photo journalists

Unit: 1 Origin, Meaning, Definition, Nature and Scope of Communication- Functions of Communication and Types of Communication- principles of Communication

Unit: 2 Processes of Communication- Models of Communication- Aristotle, Shonnon and Weaver, Wilber Schram andBerlo Models

Unit: 3 Origin, meaning, definitions of journalism- functions of journalism- press theories-
branches of journalism- Yellow, Penny Press, Electronic, online, citizen and community journalism

Unit: 4 Role of Press in Democracy- Ethics of journalism- Principles of journalism —press and Society

Students practical:

I. Contemporary debates on issues relating to media

2. Maintain records on LIE, Articles, features and interviews

References:

I. Mass Communication by Koval J. Kumar

2. Professional Journalism by M.V.Kamath

3. Theory and Practices of Journalism by 13.1\T. Abuja

4. Theories of Mass Communication by Daniel Learner

5. Communication and Development by Everet M. Rogers

Semester: 2 Code: DLB

**Introduction to Broadcast Media**

Course Out comes:

On completion of the Course, students are able to:

CO: **1** Become an -Event anchors

CO: 2 Become an audio and video editors

CO: 3 Copy writers/editors for broadcasting media iE

CO: 4 Assistant for electronic journalists CO: 5 to set up the studio/ lab

CO: 6 Become armature journalists

Unit I - Basics of Sound - Concepts of sound- sound culture- Types of sound- Sound Design-
Sound recording techniques- types of microphones- Characteristics of Radio.

Unit 2 - Basics of Visual- meaning of image- types of images Characteristics of TV.

Unit 3 - Writing and Editing Radio News- Preparing Radio News Bulletins- Radio News Room-
Nature of Recording and editing sound.

Unit 4 - Writing and Editing TV News- Basics of a Camera- types of Lens & accessories-ENG & Electronic field Production (EFP)- Types of Shots- formats of TV news- preparing Television News Bulletins- Basics of Editing for TV- Basic Soft-wares and Techniques.

Practical & Documentaries-

1 . Preparing News Bulletins for ten minutes

2. Documentary- The future of Television News.' References:

1. Television Production Handbook by Zettl Herbert

2. The Television Reader by Robert Allen and Annette Hill

3. Broadcasting in India by P.0 Chatteijee.

4. The Radio Handbook by Carrot Fleming

Semester: 3

 Code: DLC

Media Industry and Management

Course Out comes:

On completion of tl e Course, students are able to:

CO: 1 Become an owner of the media h use CO: 2 Become an Administrator or C -0 CO; 3 Become as TRP agent

CO: 4 Assistant for media managing .Directors CO: 5 to set up the newspaper indusay

Unit: I Concept of Management- Origin and growth of Media Management -
Fundamentals of manager rent - Management School of Thought

Unit: 2 Media Industry & Challenges • Media industry as manufacturers- news and I!

content management.- Market Forces- performance evaluation TRP, BARC

and HITS - Changing Ownership patterns

Unit 3. Structure o 'media organizations — Role and responsibilities - Workflow & Shift Patterns- Gt idelines- Qualities and Functions of media managers.

Unit 4. Media Economics- Strategic Management and Marketing - Capital inflow,-

Budgeting- Financial management-personnel Management- Strategic 1

Management,-Market forces

Reference

1. Indian Media Business by Vinita Kohli Khandeka,

2. Political Economy of Communications in India by Pradip Ninan Thomas,

3. Strategic management in media by Lucy Kung

4. Media Management in the age of Giant by Dennis F. Herrick

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Semester: 4

Code: DLD27015

Media Ethics and Law

Course Out comes:

On completion of the Course, students are able to

CO: I develop live telecasting skills

CO: 2 provide online journalism services CO: 3 establish own publication
CO: 4 develop social activities skills

Unit: 1-Press commissions- PCI- media ethics- Freedom of expression-Article 19(1)A and 19 (1)2, Case study of Romesh Thaper

Unit: 2- Ethics for live telecasting and sting operations-ethical issues in social media-media violence and laws

Unit: 3-Broadcasting Bill-NBA guidelines-Media and culture-pornography and women prohibition act-1986

Unit: 4- Official Secrecy act-law of defamation-copy right act-RTI-2005, IT act, Intellectual property rights-cyber laws-contempt of court

Mass Media laws and regulations- Venkat Iyer Freedom of the Press- M.K. Joseph
Law of Press in India-D.D.Basu
Press and the law-A.W.Grover
Legal limits to journalism-A.G.Noorani

Semester: 5

Code: DLE 27015

Paper: 1 Reporting and Editing Techniques

Course Out comes:

On completion of the Course, students are able to

CO: 1 Develop skills for news writing CO: 2 Prepare news copy

CO: 3 sub editing the news materials CO: 4 translate the news

CO: 5 specialize as fashion reporter.

Unit: 1- Role of Reporter, functions and qualities of reporter. News agencies- types of reporting- press conferences

Unit: 2- Types of leads, interviews, article writing, types of features

Unit:3-Organisational pattern of a news paper-set up of a news room, editorial

department, editing-principles of editing, style sheet, jargons, importance of

picture, selection of picture, headlines-functions and types o headlines. Design of editorial page, letters to the editors, contents of editorial page.

Unit: 4- Trends in sectional news-supplements-columns and columnists Unit: 5- Paid news-agenda setting-gate keepers-pressures in news room. Practical:

1. Internal Assessment

2. Exercise of Record books

3. Discussions on contemporary issues.

References:

1. Baskette and Scissors- The Art of Editing

2. S.N. Chaturvedi- Dynamics of Journalism an Art of Editing

3. Bruce Mlle and Dougals Andrson- News Writing and Reporting for Today's
 Media

4. F.W. Hodson- Modern News paper Practices

5. Fedler Fred- Reporting for Print Media

Semester: 5

Code: DLE27015

Paper: 2 Introductions to TV and Radio

Course Out comes:

On completion of the Course, students arc able to

CO: 1 become news reporters for electronic media CO: 2 become audio/video editor

CO: 3 develop cinema shooting and script writing skills CO: 4 become radio/video jockey.

Unit:1- Origin and growth of radio-characteristics of radio, structure of AIR, FM and community stations-broadcast format-stages of radio productions

Unit:2- Writing for radio-broadcast formats-use of voice-sound effects-KR-
studio-recording and mixing-sound editing

Unit:3- Origin and growth of TV-characteristics of tv media, types of tv programmes-scripts for TV-studio set up

Unit:4- Types of camera-uses of different lenses-uses of archives-editing skills-
mixing and dubbing

References:

1. Mass Communicat on-Keval J. Kumar

2. Radio and TV journalism- K.M.Srivastava

3. Broadcast journalism-itas basic principles-S.C. Bhatt

4. Audio-Visual journalism-B.N.Ahuja

5. TV media and Radio Voice-Dr.Nagendra

Semester: 5

Code: ISLE

Paper: 3 Indian Applied Journalism

Course Out comes:

On completion of the Course, students are able to

CO: 1 become news reporters

CO: 2 become circulation manager CO: 3 become script writer
CO: 4 become stringer

Unit: 1 Evolution of printing- history of Indian Printing press- William Bolts- Bengal Gazette- J.A. Hickey

Unit: 2 Birth of Indian journalism- James Silk Buckingham- Raja Ram Mohan Roy- Balagangadhar Tilak

Unit: 3 Freedom Movement and Press- Gandhi, Nehru, Annie Besant and Ambedkar as pioneers of Indian journalism

Unit: 4 Brief history of English Publications- the Times of India- the Hindu-
the Indian Express- Hindustan Times.

Students Presentations:

3 1. Cartoons on Indian press during the freedom movement- Indo-Pak

divide and emergency rule.

2. Growth of regional press- Samyukta Karnataka- Mohare Hanumatha
 Roy- D.V. Gundappa- Patil Puttappa- Hermon Mongling-Mangalore
 Samachar- Amrutha Bazara Patrike- Free Press Journal

References:

I. History of Indian Journalism by Nadig Krishnamurthy

2. Journalism in India by Parthasarthy Rangaswamy

3. Social History of Media from Gutenberg to the Internet by Briggs A and
 Burke P

4. History of Press laws and Communication by B.N. Abuja

5. Indian journalism by K.M.Srivatsava

Semester: 6

Code: DLF 27015

Paper: I. Practice of Advertising and Public Relations

Course Out comes:

On completion of the Course, students are able to

CO: I set up advertising agency

CO: 2 prepare the advertising copy for print

CO: 3 become Script writer-marketing research CO: 4 become PRO and event campaigner

Unit: 1- Introduction to Advertising, meaning, history and functions o Advertising-Theories, models-Apex bodies Like-AA-AI and ASCI

Unit: 2- Types of Advertising and new trends, ethics and tools for advertising, types of media for advertising, Advertising department and Ad agency structure.

Unit: 3- Introduction to PR, Definition, growth of PR, functions, principles and tools of PR, structure of PR department

Unit: 4- Types of PR, corporate communication, apex bodies like-IPRA, PRSI, PSPF and their codes.

References:

1. Advertising made simple- Frank Jefkins

2. Advertising Theory and Practices- Chunawalla •

3. Public Relations Techniques- Jefkins Frank Butterworth

4. Hand book of Public Relations- Heath Robert

5. Effective Public Relations- Cutlip S.M. and Center A.H.

6. Public Relations in India- Kaul El/ and Noya Prakash

Semester: 6

Code: DLF27215

Paper: 2 Introduction to new Media

Course Out comes:

On completion of the Course, students arc able to

CO: 1 become as Video Journalist

CO: 2 become cinema story writer

CO: 3 become Audio and video editor

CO: 4 become sound mixer and film maker. CO: 5 become digital content editor

Unit: 1- Definition of new media, Basics- information society and new media-
virtual culture and digital journalism-online communities

Unit:2- cyber security-privacy, new media ethics- web writing-linear and non-
writing- visual and content. design-website planning and visual design

Unit:3- Original and growth of blogging, creating a blog, video blog, photo blog, and micro blog, video, podcast

Unit:4- User general content and web 2.0-digital art scripting and screening-cyber security

References:

1 Understanding digital culture- Vincent Miller

2. What is new media?-Lev -Manovich

3. Understanding new media- Siapera Eugenia

4. Who Controls the Internet- Goldsmith Jack and Tim W

5. New media and new technologies- Lister Covey and Griddings Grant

Semester: 6

Code: DLF27415

Paper: 3 Cinema Journalism

Course Out comes:

On completion of the Course, students are able to

CO: 1 work as cinema journalist

CO: 2 work as camera crew

CO: 3 work in cinema industry as assistant CO: 4 find the job in TV media
CO: 5 work as script writer in cinema

Unit I Language of Cinema - visual Language- Shot, Scene- Montage Language of Cinema types of Sound- use of Colors- Differences between story, plot and screenplay

Unit 11 Fihn Form - German Expressionism - Italian Neorealism- French New Wave- Classica Hollywood Cinema

Unit HI Third Cinema - Non Fiction Cinema - Feminist Film Theory - Film Authorship.

Unit IV Hindi Cinema 1950s Cinema and the Nation- The Indian New-Wave -Globalization

and Indian Cinema- The multiplex Era.

Recommended Screenings:

1. Rear Window by Alfred Hitchcock (Language of Cinema)

2. Battle ship Potempkin by Sergei Eisenstein (Language of Cinema)

3. Man with a Movie Camera by DzigaVertov

4. Germany Year Zero by Roberto Rosselini (Italian Neo Realism)

5. Double Indemnity by Billy Wilder (German Expressionism and Film Noir)

6. . Aakrosh by Govind Nihalani (Indian New wave)

7. Father Panchali by Satyajit Ray

Nishant by ShyamBenegal :References:

1. The Ontology of the Photographic Image" by Andre Bazin,

2. From his book What is Cinema by Berekeley,

3. "A Dialectic Approach to Film .Form" by Sergei Eisenstein

4. Film Form: Essays in Film Theory (Edited and Translated) by Jay Leyda)

S. "Classical Hollywood Cinema: Narrational Principles and Procedures" by David
 Bordwell.#

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B.N. ROAD, MYSORE-25

DEPARTMENT OF JOURNALISM

MODEL QUESTION PAPER

B,AJOURNALISM

I, II, III, IV, V&VI Semester
 (CBCS Scheme)

Time: 3 Hours Max. Marks — 70

Q: I- Write any five questions. Each question carries two marks. 2X5-10

2

3

4

6 7

Q: TT - Write any four questions. Each question carries five marks. 5)(4=20

2

3 4

6

Q: III - Write any four questions. Each question carries ten marks. 10X4-40

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3

6

Generic Elective Paper

Semester: 5

Code: DLF27215:

Paper: I- Development Journalism

Course Out comes:

On completion of the Course, students are able to

CO: 1 set up the commercial studio

CO: 2 become an armature photo journalist CO: 3 become visual composer and editor CO: 4 set up community radio

CO: 5 provide cable services

Unit:1- Concept, meaning of development, models of development, evolution of development journalism-communication for social change

Unit:2- Development news and features, writing headline and captions, innovative leads, research and planning- print and broad cast development journalism

Unit:3- Visual and documentation-folk media, community radio for development, niche newspapers and magazines, Development communication agencies and web sites

Unit:4- Mass media as a tool for development, role of development agencies, and NGO, using new media technologies for development-devcom.-SITE, Krishi
Darshan, KHeda, cyber media and e-governance

References:

1. Manual of Development Journalism- Alan Chalkley

Z. Development Communication and media Debate- Mridala Niel-ion

3. Television and Social change in rural India-Kirk Johnson

4. Everybody loves a good drought- P. Sainath•

Generic Elective Paper

Semester: 5

Code: DLE27615

Paper: 2 - Media Gender and Human Rights

Course Out comes:

On completion of the Course, students are able to

CO: 1 become as Social activist

CO: 2 appear for competitive examinations

CO: 3 know the media impacts on the communities CO: 4 gain knowledge on media culture

Unit: 1-Media and the Social world- media impact on society- democratic policy and mass media- media and cultural change- grass roots media

Unit:2- Gender conceptual framework- feminist theory- media and gender- media and masculinity-media power- media and social differences- genres- romances-
television-soap opera- sports

Unit:3- Media and Human Rights- Theoretical perspectives- universal declaration of human rights-case studies.

References:

1. Street John- Mass media, politics and democracy

2. Balnaves Mark, StephanieDonald and Bria Shoe Smith- Media
 Theories and Approaches: A global Perspective

3. The media Reader: Continuity, and transformation 4, Mc Quill Denis- Mass Communication theory

5, Berger Arthur Asia- Media and Society: A critical Perspective

6. Nicholas Joe and Price John- Advanced Studies in Media

7. Rajagopal Arvind- The Indian Public Sphere: Readings in Media
 History

8. Bannerjee Menon and Priyameds- Human Rights Gender and
 Environnmer

Generic Elective Paper
 Semester: 5

Code: DLE27,I15

Paper: 3 Photo Journalism

Course Out comes:

On completion of the Course, students are able to

CO: I set up own studio

CO: 2 work as camera crew in cinema/TV industry

CO: 3 work as photographer in print and electronic media CO: 4 become a freelance photographer

Unit: 1-History, definition.-birth of camera, modernization of Photography, uses in media, digital photography.

Unit:2- Equipments of photography camera- lenses- tripods- monopods-camera bags- digital storage.

Unit:3- Lighting-types of lighting-Recommended equipments for outdoor —introduction to indoor lighting and photographying

Unit:4- Types of photography- news photography- sports photography- the basics of photojournalism- importance of context in photo journalism-
1

Unit:5- Editing photo- editing softwares-correcting imperfect images-

a

References:

1. The photography Book by Editors of Phaidon press.

2. All about photography by Ashok Dilwali

3. Practical Photography by O.P. Sharma

4. The photographers Guide to Light by Freeman John Collins and
 Brown

5. Lonely Planet's Best Ever Photography Tips by Richard I' Anson

Generic Elective Paper

Semester: 6

Code:

Paper: 1 Basics of Journalism

Course Out comes:

On completion of the Course, students are able to

CO: 1 set up own publication

CO: 2 work as stringer in local media industry CO: 3 work as freelancer

CO: 4 become a reporter

Unit 1 —News meaning, definition, nature- Hard news and Soft news -parts of a news

Unit 2 structure of news- SW's and 1H-inverted pyramid- sources of news - Principles of clear writing

Unit 3 — Branches of journalism- Yellow- Penny press- tabloid press- electronic - online and Citizen Journalism

Unit 4 - Role of Media in a Democracy- Responsibility to Society -Ethics of journalism References

1. News writing and reporting for today's media- Bruce D. hide and Douglas A. Anderson. 2. News writer's Handbook- M.L. Stein,Susan Paterno Sc R. Christopher Burnett.

3. An Introduction to Journalism- Blackwell

4 Mass Media in a Changing World -George Rodrnann

5. An introduction to Journalism- Carole Flemming and Emma Hemmingway.

O. The Newspaper's Handbook - Richard Feeble.

Generic Elective Paper

Semester: 6

Code: DLF

Paper: 2 Documentary Productions

Course Out comes:

On completion of the Course, students are able to

CO: 1 Become as documentary artist

CO: 2 work as assistant in cinema industry CO: 3 work as short movie maker
CO: 4 become as visual editor

Unit 1: Understanding the Documentary- Six Modes of Doeumentary-1.Represenatation,

2.Participatory, 3.Expository, d. Observational, 5.Performative, 6.Reflexive, -DefiMing the Subject/Social Actor/Participant Voice in the Documentary- Different Posturing of the Narration, Participant, Filmmaker, & Audience Camcorder.

Unit 2: Pre-Production -Researching the Documentary- Library, Archives, location, life stories, ethnography- Writing concept- telling a story- Writing a Treatment-Proposal and Budgeting-
St•ucture and scripting the documentary- Issues of Funding and Issues of Primary and Secondary Audience

Unit 3: Production Documentary- Sound Documentary- Cinematography —Technologies and Techniques- Shooting Schedule - Call list Production Team- Meetings-Checklist -Crowd Funding

Unit 4: Post Production- Grammar of editing Transitions -Sound Effects -Visual Effects-Aspect Ratio-Language, Duration and marketing of DVD and issues of piracy.

Suggested Practical Exercise: Making a short documentary for 5-10 minutes Suggested Screenings:

1. Michael Moore: Roger and Me

2. Nanook of the North by Robert J Flaherty

3. Bombay Our City by Anand Patwardhan

4. Black Audio Collective City of Photos by Nishtha Jain

References:

1. "Documentary" in Geoffrey by Charles Musser

2. "The Truth about Non Fiction" and "Towards a Poetics of Documentary" by Michael

Renov

3. How to Write a Documentary Double Take by PSBT DOX magazine by Trisha Das 4. Introduction to Documentary by Nichols, Bill

Generic Elective Paper

Semester: 6

Code: DLF

Paper: 3 Global Media and Politics

Course Out comes:

On completion of the Course, students are able to

CO: 1 Become as documentary artist

CO: 2 work as assistant in cinema industry CO: 3 work as short movie maker
CO: 4 become as visual editor

Unit I: Media and international communication- Radio and international communication- a brief overview Propaganda in the inter-war years-Nazi Propaganda

Unit II: Media and super power - Media during the Cold War- Radio Liberty, Voice of American Communication — NWICO- McBride Commission and UNESCO - Third World concerns.

Unit III: Global Conflict and World Wars- Media Coverage post 1990- Rise of Al Jazeera-
CNN's satellite transmission- embedded Journalism

Unit IV: Media and Cultural Globalization- Cultural Imperialism-Cultural politics-media hegemony and Global cultures.

Unit V: Media and the Global market- technological developments- Media conglomerates- Ted Turner-Rupert Murdoch -Zee TV as a Pan Indian Channel- Hollywood Entertainment.

Internal Assessment: The internal assessment will be based on assignments, group discussions. References:

1. International Communication: Continuity and Chant,e by Daya KishanTlutssu.

2. War, Media and Propaganda-.A Global Perspective by Yahya R. Karnatipour and Nancy
 Snow.

3. Communication and Society, Today and Tomorrow "Many Voices One World" Unesco
 Publication, Rowman and Littlefield publishers, 2004.

4. Journalism after 9/i I by Barbie Zelizer and Stuart

5. War and the media: Reporting conflict 24x7 by DayaKishanThussu

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DEPARTMENT OF JOURNALISM

MODEL QUESTION PAPER FOR GENERIC ELECTIVE PAPERS
 V&VI Semesters

(CBCS Scheme)

Max. Marks — 35

: I - Write any three questions. Each question carries five marks. 5X3 15

3

4

Q: III - Write any two questions. Each question carries ten marks. 10X2-20

3

Syllabus for Practical

20 Marks for test

20 marks for practical Records

10 marks for viva

Practical Paper — Total Marks — 20 4 Questions of 5 Marks each = 20

Any One Paper

Semester: 5

Code: DLE 27015

Paper: -I Reporting and Editing Techniques

Practical contents:

I. Types of News writing-05

2. Two copies editing

3. Creation of .Eteadline=10

4. Structuring dummy editorial page

5. Two editorial writing

6. Ten captions writing

Semester: 5

Code: DLE27015

Paper: 2 Introductions to TV and Radio

Semester: .5

Code: DLE

Paper: 3 Indian Applied Journalism

Any One Paper

Semester: 6

Code: DLF 27015

Paper: 1 Practice of Advertising and Public Relations

Practical contents:

1. Press Release

=Mt

2. Preparing posters

3. Preparing broachers

4. Radio scripting writing

5. TV script writing

6. Planning and designing PR campaign

Semester: 6

Code: DLF27215

Paper: 2 Introduction to new Media Semester: 6

Code: D1\_127415

Paper: 3 Cinema Journalism

Guidelines

1. Colleges must show practical and tutorial classes in the timetable.

2. In practical !tutorial class make batches of 20 students each.

3. In papers having credits for practical's, End Semester Examination in Praciicals like Theory is mandatory.

4. BoE has to set papers for practical examination based on practical syllabus.

5. Establishment of computer lab and AV Studio with Journalism related software in the college are mandatory.

BoS Chair Person Dr. Sathish K. Itagi